	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DEM1P007	SERIAL NO. 09/888,340
	APPLICANT NEAL		
	FILING DATE 06/22/01	GROUP 3623	

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AA	6,697,824	02/24/04	Bowman-Amuah	709	229	
QNB	AB	6,202,070	03/13/01	Nguyen et al.	707	104.1	
QNB	AC	5,694,551	12/02/97	Doyle et al.	705	26	

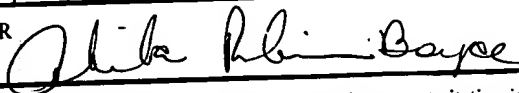
## FOREIGN PATENT DOCUMENTS

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							YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

QNB	BA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.						
QNB	BB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.						
QNB	BC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.						

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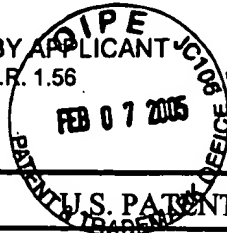
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PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
DEM1P007SERIAL NO.  
09/888,340LIST OF DOCUMENTS CITED BY APPLICANT  
TO COMPLY WITH 37 C.F.R. 1.56

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## U.S. PATENT DOCUMENTS

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QNB	AA	6,567,824	05/20/03	Fox	707	104.1	
QNB	AB	6,321,207	11/20/01	Ye	705	8	

## FOREIGN PATENT DOCUMENTS

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							YES	NO

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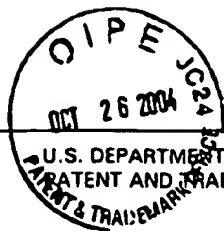
O. L. Boyle

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	APPLICANT <b>NEAL</b>	
	FILING DATE <b>06/22/01</b>	GROUP <b>3623</b>

## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

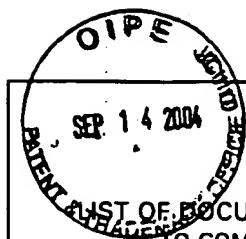
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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AA	"Merriam Webster's Collegiate Dictionary", 10 <sup>th</sup> edition, pg 585, Merriam-Webster Incorporated, 1999.
	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

EXAMINER 	DATE CONSIDERED <b>6/22/05</b>
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09/888,340LIST OF DOCUMENTS CITED BY APPLICANT  
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APPLICANT

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## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
qlo	AA	6,684,193	01/27/2004	Chavez et al.	705	8	
qlo	AB	6,553,352	04/22/2003	Delurgio et al.	705	400	
qlo	AC	6,044,357	03/28/2000	Garg	705	10	

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

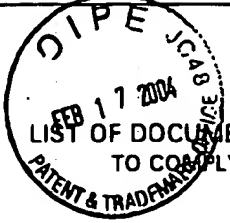

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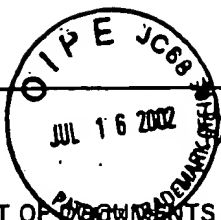
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		APPLICANT <b>NEAL</b>					
		FILING DATE <b>06/22/2001</b>		GROUP <b>3623</b>			
<b>U.S. PATENT DOCUMENTS</b>							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AA	6,456,986	09/24/2002	Boardman et al.	705	400	
QNB	AB	6,397,193	05/28/2002	Walker et al.	705	16	
QNB	AC	6,341,268	01/22/2002	Walker et al.	705	15	
QNB	AD	6,134,534	10/17/2000	Walker et al.	705	26	
QNB	AE	6,052,686	04/18/2000	Fernandez et al.	707	100	
QNB	AF	5,933,813	08/03/1999	Teicher et al.	705	26	
QNB	AG	5,790,643	08/04/1998	Gordon et al.	379	28	
QNB	AH	5,765,143	06/09/1998	Sheldon et al.	705	28	
<b>FOREIGN PATENT DOCUMENTS</b>							
		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION YES NO
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>							
QNB	CA		*PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.				
QNB	CB		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.				
QNB	CC		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.				
QNB	CD		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.				
QNB	CE		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11				
EXAMINER <i>Albert R. Bayne</i>				DATE CONSIDERED <i>06/22/05</i>			
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>							



U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P007	SERIAL NO. 09/888,340
	APPLICANT Neal et al.	
	FILING DATE 6/22/01	GROUP 2161

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AMB	AA	6,308,162	10/23/01	Ouimet et al.	705	7	

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## FOREIGN PATENT DOCUMENTS

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							YES	NO
AMB	BA	WO 98/53415	11/26/98	Ouimet et al.				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AMB	CA	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)
AMB	CB	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56
AMB	CC	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"

EXAMINER Alta R. Bayer	DATE CONSIDERED 6/22/05
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Attorney Docket No. DEM1P007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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proper

In the Patent Application of: Neal et al.

Serial No. : 09/888,340

Art Unit: 2161

Filed: June 22, 2001

Examiner: Unknown

For: PRICE OPTIMIZATION WITH RULE RELAXATION

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GROUP 3600.

Box: Non-Fee Amendment  
Hon. Assistant Commissioner for Patents  
Washington, D.C. 20231

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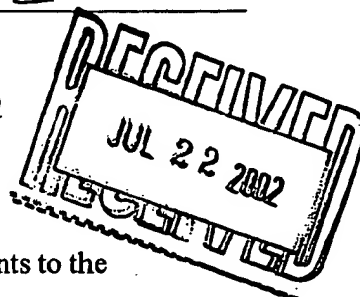
July 12, 2002

Signed: \_\_\_\_\_

Kayle

Dear Sirs:

INFORMATION DISCLOSURE STATEMENT FILED  
UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)



Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the  
Examiner's attention in the referenced application.

1. "Report of Novelty Search" by Patentec, dated Feb 9, 2001.
2. U.S. Patent Number 6,094,641 to K. Ouimet et al. entitled "METHOD FOR INCORPORATING PSYCHOLOGICAL EFFECTS INTO DEMAND MODELS."
3. U.S. Patent Number 6,078,893 to K. Ouimet et al. entitled "METHOD FOR STABILIZED TUNING OF DEMAND MODELS."



4. U.S. Patent Number 5,987,425 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
5. U.S. Patent Number 5,878,400 to Carter, III entitled "METHOD AND APPARATUS FOR PRICING PRODUCTS IN MULTI-LEVEL PRODUCT AND ORGANIZATIONAL GROUPS."
6. U.S. Patent Number 5,873,069 to Reuhl et al. entitled "SYSTEM AND METHOD FOR AUTOMATIC UPDATING AND DISPLAY OF RETAIL PRICES."
7. U.S. Patent Number 5,822,736 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
8. U.S. Patent Number 5,377,095 to Maeda et al. entitled "MERCHANDISE ANALYSIS SYSTEM WITH SALES DATA TABLE AND VARIOUS FUNCTIONS FOR PREDICTING THE SALE BY ITEM."
9. U.S. Patent Number 5,117,354 to Long et al. entitled "AUTOMATED SYSTEM FOR PRICING AND ORDERING CUSTOM MANUFACTURED PARTS."
10. U.S. Patent Number 6,032,125 to Ando et al. entitled "DEMAND FORECASTING METHOD, DEMAND FORECASTING SYSTEM, AND RECORDING MEDIUM."
11. U.S. Patent Number 6,009,407 to Garg entitled "INTEGRATED MARKETING AND OPERATIONS DECISIONS-MAKING UNDER MULTI-BRAND COMPETITION."
12. U.S. Patent Number 5,712,985 to Lee et al. entitled "SYSTEM AND METHOD

FOR ESTIMATING BUSINESS DEMAND BASED ON BUSINESS  
INFLUENCES.”

13. U.S. Patent Number 6,125,355 to Bekaert et al. entitled “PRICING MODULE FOR FINANCIAL ADVISORY SYSTEM.”
14. U.S. Patent Number 6,032,123 to Jameson entitled “METHOD AND APPARATUS FOR ALLOCATING, COSTING, AND PRICING ORGANIZATIONAL RESOURCES.”
15. U.S. Patent Number 6,029,139 to Cunningham et al. entitled “METHOD AND APPARATUS FOR OPTIMIZING PROMOTIONAL SALE OF PRODUCTS BASED UPON HISTORICAL DATA.”
16. U.S. Patent Number 5,918,209 to Campbell et al. entitled “METHOD AND SYSTEM FOR DETERMINING MARGINAL VALUES FOR USE IN A REVENUE MANAGEMENT SYSTEM.”
17. U.S. Patent Number 5,249,120 to Foley entitled “AUTOMATED MANUFACTURING COSTING SYSTEM AND METHOD.”
18. U.S. Patent Number 5,063,506 to Brockwell et al. entitled “COST OPTIMIZATION SYSTEM FOR SUPPLYING PARTS.”
19. “Report of Novelty Search” by Patentec, dated July 25, 2001.
20. U.S. Patent Number 6,205,431 to T. Willemain et al. entitled “SYSTEM AND METHOD FOR FORECASTING INTERMITTENT DEMAND.”

21. U.S. Patent Number 5,459,656 to R. Fields et al. entitled "BUSINESS METHOD PROJECTION SYSTEM AND METHOD."
22. U.S. Patent Number 5,299,115 to R. Fields et al. entitled "PRODUCT DEMAND SYSTEM AND METHOD."
23. U.S. Patent Number 5,799,286 to J. Morgan et al. entitled "AUTOMATED ACTIVITY-BASED MANAGEMENT SYSTEM."
24. U.S. Patent Number 5,732,401 to D. Conway entitled "ACTIVITY BASED COST TRACKING SYSTEMS."
25. Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
26. Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications" University of Pennsylvania, Working Paper 98-009, pp. 1-48
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44. Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29
45. Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No 3, Summer 1993
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56. Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques;" *Journal of*

Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198.

Respectfully submitted,

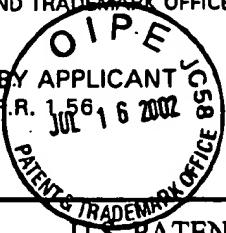
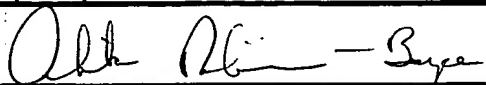


Kang S. Lim  
Attorney for Applicant(s)  
Reg. No. 37,491

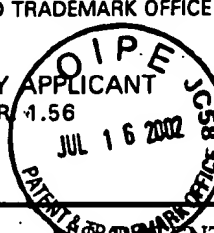
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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE <div style="text-align: center;">  </div>				ATTY. DOCKET NO. <b>DEM1P007</b>		SERIAL NO. <b>09/888,340</b>	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.561 & 2002				APPLICANT <div style="text-align: center;"><b>Neal et al.</b></div>			
				FILING DATE <b>6/22/01</b>		GROUP <b>2161</b>	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*	AA	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
QNB	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
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QNB	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
QNB	AF	5,822,736	10/13/98	Hartman et al.	705	1	
QNB	AG	5,377,095	12/27/94	Maeda et al.	364	401	
QNB	AH	5,117,354	05/26/92	Long et al.	364	401	
QNB	AI	6,032,125	02/29/00	Ando	705	10	
QNB	AJ	6,009,407	12/28/99	Garg	705	10	
QNB	AK	5,712,985	01/27/98	Lee et al.	395	207	
QNB	AL	6,125,355	09/26/00	Bekaert et al.	705	36	
QNB	AM	6,032,123	02/29/00	Jameson	705	8	
QNB	AN	6,029,139	02/22/00	Cunningham et al.	705	10	
QNB	AO	5,918,209	06/29/99	Campbell et al.	705	5	
QNB	AP	5,249,120	09/28/93	Foley	364	401	
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION
							YES NO
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
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				FILING DATE 6/22/01		GROUP 2161	
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CITED DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AQ	5,063,506	11/05/91	Brockwell et al.	364	402	
QNB	AR	6,205,431	03/30/01	Willemain et al.	705	10	
QNB	AS	5,459,656	10/17/95	Fields et al.	364	401	
QNB	AT	5,299,115	03/29/94	Fields et al.	364	401	
QNB	AU	5,799,286	08/25/98	Morgan et al.	705	30	
QNB	AV	5,732,401	03/24/98	Conway	705	29	
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	BB	"Report of Novelty Search" by Patentec, dated July 25, 2001					
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	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
	BE	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227					
	BF	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28					
	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					
EXAMINER <i>John R. Byrne</i>				DATE CONSIDERED 6/22/05			
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>							

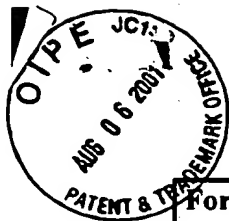
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GROUP 3600

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. DEM1P007		SERIAL NO. 09/888,340	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56		APPLICANT Neal et al.		<b>RECEIVED</b> <b>JUL 19 2002</b> <b>GROUP 3600</b>	
		FILING DATE 6/22/01			
U.S. PATENT DOCUMENTS					
EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	FILING DATE IF APPROPRIATE
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)					
QNB	BK		Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198		
	BL		Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220		
	BM		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, pp. 5-11		
	BN		Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229		
	BO		Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187		
	BP		Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90		
	BQ		John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43		
	BR		Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24		
	BS		Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181		
	BT		Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3		
	BU		William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59		
✓	BV		Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29		
EXAMINER Chik R. B. Boyce			DATE CONSIDERED 6/22/05		
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		APPLICANT Neal et al.			
		FILING DATE 6/22/01		GROUP 2161	
RECEIVED JUL 19 2002 GROUP 3600					
U.S. PATENT DOCUMENTS					
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS SUBCLASS FILING DATE IF APPROPRIATE
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)					
AWB	BW	Magid M. Abraham Et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993			
	BX	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452			
	BY	Rossi Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205			
	BZ	Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, May 1992, PP. 201-215, Vol. XXIX			
	CA	Smith, Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising:: January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydnnet 2025, Australia			
	CB	Blattberg and Deighton, "Manage Marketing by the Customer Equity," Harvard Business Review, July-August 1996, pp. 136-144			
	CC	Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities," December 22, 1995			
	CD	Ross Link, "Are Aggregate Scanner Data Models Biased?," Journal of Advertising Research, September/October 1995, pp. RC8-RC12, ARF			
	CE	Russell & Kamakura, "Understanding Brand Completion Using Micro and Macro Scanner Data," Journal of Marketing Research, Vol. XXXI (May 1994), pp. 289-303			
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	CH	Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques," Journal of Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199			
EXAMINER		Initial [Signature]		DATE CONSIDERED 6/22/05	
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<b>Form 1449 (Modified)</b>	<b>Atty Docket No.</b> <b>DEM1P007</b>	<b>Application No.:</b> <b>09/888,340</b>
<b>Information Disclosure Statement By Applicant</b>	<b>Applicant:</b> <b>NEAL et al.</b>	
<b>(Use Several Sheets if Necessary)</b>	<b>Filing Date</b> <b>06/22/01</b>	<b>Group</b> <b>UNKNOWN</b>

#### U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						

#### Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
	N							

#### Other Documents

Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
DAB	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108

QUB	V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
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	DD	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
	EE	Richard A. Briesch, "Does It Matter How Price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
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	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner		Date Considered
John R. Byrne		6/22/05

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1007	SERIAL NO. 09/888,340
	APPLICANT Neal et al.	
	FILING DATE 06/22/01	GROUP Unassigned

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QMB	AA	6,205,431	03/20/01	Willemain et al.	705	10	
QMB	AB	5,459,656	10/17/95	Fields et al.	364	401	
QMB	AC	5,299,115	03/29/94	Fields et al.	364	401	
QMB	AD	5,799,286	08/25/98	Morgan et al.	705	30	
QMB	AE	5,732,401	03/24/98	Conway	705	29	

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AI		"Report of Novelty Search" by Patentec, dated July 25, 2001

EXAMINER Albert R. - Bayne	DATE CONSIDERED 6/22/05
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